ORDER

Orders Order / Rev: 705802 Alt Order #: 06272442 DSCC IE Product Desc: KSDK 1597 Estimate: Flight Dates: 08/11/12 - 08/24/12 Kristin Waskie Primary AE: Original Date / Rev: 08/13/12 / 08/13/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT Great American Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW, Ste. 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Democratic Senate Campaign Comm. Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non 00:15:00 Order Separation: Priority: P-1 Advertiser External ID:

Bill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	97	\$101,635.00	\$86,389.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	97	\$101,635.00	\$86,389.75	0.00
Totals	97	\$101,635.00	\$86,389.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
KSDK	35%	\$101,635.00
Market	100%	\$290,385.71

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	6%	\$17,423.14
KETC	0%	\$0.00
KMOV	33%	\$95,827.29
KNLC	0%	\$0.00
KPLR	3%	\$8,711.57
KTVI	23%	\$66,788.71
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	d Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1	KSDK	08/17/12	08/17/12	Fri Prime C	CM	9-10P	F	:30	1	\$2,700.00 P-1	0.00 NM	1	\$2,700.00
				Dateline		(9:00 PM-10	D:00 PM)						
	DATELI	NE											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 08/	13/12	08/19/12	F	1	\$2,700.00	0.00						
2	KSDK	08/13/12	08/24/12	LN (M-F)	СМ	10-1035p	МГWГF	:30	3	\$2,475.00 P-1	0.00 NM	5	\$12,375.00
				LN (M-F)									

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Order / Rev: 705802 Advertiser: Democratic Senate Campaign Comm.

Alt Order #: 06272442 Product Desc: DSCC IE KSDK

Flight Dates: 08/11/12 - 08/24/12 Estimate: 1597

Ln Ch Start COMMENTS AP NWS CH5-10P<		Inventory Code B LINES A THRU		Start/End	d Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	
Week: 08/13/12 Week: 08/20/12	08/19/12 08/26/12	MTWTF MTWTF		\$2,475.00 \$2,475.00	0.00						
3 KSDK 08/20/12		M-F 10-11A News at 10am	СМ	10-11A	МГЖГБ	:30	2	\$350.00 P-1	0.00 NM	2	\$700.00
LOCAL NEWS		News at Toalli									
Start Date Week: 08/20/12	End Date 08/26/12	Weekdays MTWTF	Spots/Week 2	Rate \$350.00	Rating 0.00						
4 KSDK 08/20/12	2 08/24/12	M-F 1230-1p Show Me St. Lou	CM	1230-1p	МГWГF	:30	2	\$390.00 P-1	0.00 NM	2	\$780.00
SHOW ME ST LO	OUIS	Chow Mo Chi Lot									
Start Date Week: 08/20/12	End Date 08/26/12	Weekdays MTWTF	Spots/Week 2	Rate \$390.00	Rating 0.00						
5 KSDK 08/13/12	2 08/24/12	M-F Noon News Noon News	СМ	12-1230p	МГWГF	:30	2	\$450.00 P-1	0.00 NM	4	\$1,800.00
LOCAL NEWS											
Start Date	End Date	Weekdays MTWTF	Spots/Week	Rate	Rating					•	
Week: 08/13/12 Week: 08/20/12	08/19/12 08/26/12	MTWTF	2 2	\$450.00 \$450.00	0.00 0.00					l	
6 KSDK 08/20/12		M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:	МГWГF	:30	2	\$675.00 P-1	0.00 NM	2	\$1,350.00
ELLEN<				(,						
Start Date Week: 08/20/12	End Date 08/26/12	Weekdays MTWTF	Spots/Week 2	Rate \$675.00	Rating 0.00					<u> </u>	
7 KSDK 08/13/12	2 08/24/12	M-F 4P News	CM	4-430P	МГWГF	:30	5	\$675.00 P-1	0.00 NM	8	\$5,400.00
COMMENTS AP NWS5 1ST@FO		News 5 at Four B LINES A THRU	В								
Start Date Week: 08/13/12 Week: 08/20/12	End Date 08/19/12 08/26/12	Weekdays MTWTF MTWTF	Spots/Week 5	Rate \$675.00 \$675.00	Rating 0.00 0.00						
8 KSDK 08/20/12	2 08/24/12	M-F 4-5A 4-5A	CM	4-5A	МГWГF	:30	2	\$25.00 P-1	0.00 NM	2	\$50.00
TODAY-LOUIS-4											
Start Date Week: 08/20/12	End Date 08/26/12	Weekdays MTWTF	Spots/Week 2	Rate \$25.00	Rating 0.00					<u> </u>	
9 KSDK 08/13/12	2 08/24/12	M-F 430-5p Jeopardy	СМ	430-5p	МГЖГБ	:30	2	\$800.00 P-1	0.00 NM	4	\$3,200.00
JEOPARDY Start Date	End Date	Weekdays	Spots/Week	Poto	Rating					1	
Week: 08/13/12 Week: 08/20/12	08/19/12 08/26/12	MTWTF MTWTF	2 2	Rate \$800.00 \$800.00	0.00 0.00						
10 KSDK 08/13/12		M-F 5P News	CM	5-530P	МТWТF	:30	5	\$1,575.00 P-1	0.00 NM	8	\$12,600.00
	PLY TO SU	News Channel 5 B LINES A THRU									
LOCAL NEWS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 08/13/12 Week: 08/20/12	08/19/12 08/26/12	MTWTF MTWTF	5	\$1,575.00 \$1,575.00	0.00 0.00						
11 KSDK 08/13/12			СМ	5-6A	МГЖГБ	:30	5	\$560.00 P-1	0.00 NM	8	\$4,480.00
COMMENTS AP VARIOUS	PLY TO SU	5-6a B LINES A THRU	В	(5:00 AM-6:	OU AIVI)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12 Week: 08/20/12	08/19/12 08/26/12	MTWTF MTWTF	5 3	\$560.00 \$560.00	0.00 0.00						
12 KSDK 08/13/12	2 08/24/12	M-F 5P News News Channel 5	CM at 5P	528-530p ir (5:28 PM-5:	nternal MTWTF	:30	2	\$1,800.00 P-1	0.00 NM	3	\$5,400.00
COMMENTS AP NIGHTLY NEWS		B LINES A THRU		(3.20 : 0.							
Stort Data	End Data	Mookdovo	Cnoto/Mook	Doto	Dating						

Start Date End Date

Spots/Week

Rate

Rating

Weekdays

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KSDK

Order / Rev: 705802 Advertiser: Democratic Senate Campaign Comm.

 Alt Order #:
 06272442
 Product Desc:
 DSCC IE

Flight Dates: 08/11/12 - 08/24/12 Estimate: 1597

Ln Ch Start End	Inventory Code	Break	Start/End	d Time Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
12 KSDK 08/13/12 08/24	<u>-</u>	CM	528-530p ir	nternal MTWTF	:30	2 \$1,800.00 P-1	0.00 NM	3	\$5,400.00
COMMENTS APPLY TO NIGHTLY NEWS ADJ	News Channel 5 SUB LINES A THRU		(5:28 PM-5:	30 PM)					
Start Date End Da	ate Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/			\$1,800.00	0.00					
Week: 08/20/12 08/26/ 13 KSDK 08/13/12 08/24		CM	\$1,800.00 6-630P	0.00 MTWTF	:30	2 \$1,700.00 P-1	0.00 NM	5	\$8,500.00
COMMENTS APPLY TO LOCAL NEWS	News Channel 5	at 6P	0 000.		.00	_ ψ.,,.σσ.σσ.	0.00	J	4 0,000.00
Start Date End Date Week: 08/13/12 08/19/ Week: 08/20/12 08/26/	MTWTF		Rate \$1,700.00 \$1,700.00	Rating 0.00 0.00					
14 KSDK 08/13/12 08/24		CM	6-7A	MTWTF	:30	5 \$900.00 P-1	0.00 NM	8	\$7,200.00
COMMENTS APPLY TO TODAY-LOUIS-6<	6-7a SUB LINES A THRU	В							
Start Date End Da		Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/ Week: 08/20/12 08/26/		5 3	\$900.00 \$900.00	0.00 0.00					
15 KSDK 08/13/12 08/24		СМ	630-7P	MTWTF	:30	1 \$1,800.00 P-1	0.00 NM	4	\$7,200.00
COMMENTS APPLY TO WHEEL-FORTNE<	630-7P Wheel of SUB LINES A THRU								
Start Date End Da		Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/ Week: 08/20/12 08/26/			\$1,800.00 \$1,800.00	0.00 0.00					
16 KSDK 08/13/12 08/24	· -		7-9A	MTWTF	:30	7 \$900.00 P-1	0.00 NM	10	\$9,000.00
COMMENTS APPLY TO TODAY SHW<	NBC Today 7-9A SUB LINES A THRU								
Start Date End Da		Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/ Week: 08/20/12 08/26/		7	\$900.00 \$900.00	0.00 0.00					
17 KSDK 08/20/12 08/24		CM	9-10A	МГЖГЕ	:30	2 \$450.00 P-1	0.00 NM	2	\$900.00
TODAY SHOW 2	NBC Today Show								
Start Date End Date Week: 08/20/12 08/26/		Spots/Week 2	Rate \$450.00	Rating 0.00					
18 KSDK 08/20/12 08/20	· =	CM	7-8P	M	:30	1 \$2,250.00 P-1	0.00 NM	1	\$2,250.00
AGT	America's Got Ta		(7:00 PM-8:		.00	. 42,200.00	0.00	·	ψ=,=00.00
Start Date End Date Week: 08/20/12 08/26/		Spots/Week	Rate \$2,250.00	Rating 0.00					
19 KSDK 08/20/12 08/20		СМ	9-10P	M	:30	1 \$1,800.00 P-1	0.00 NM	1	\$1,800.00
GRIMM ENCORE	Giiiiiii								
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 <u>End Date</u>		Spots/Week		Rating					
20 KSDK 08/18/12 08/18		CM	\$1,800.00 5-530P	0.00	:30	1 \$900.00 P-1	0.00 NM	1	\$900.00
LOCAL NEWS	News Channel 5		0 0001	5	.00	τ φοσο.σστ τ	0.00 14141	·	ψουσ.ου
Start Date End Da		Spots/Week	Rate	Rating 0.00					
Week: 08/13/12 08/19/ N21 KSDK 08/11/12 08/18		CM	\$900.00 6-630P	S-	:30	1 \$900.00 P-1	0.00 NM	1	\$900.00
	News Channel 5		3 0001	5	.55	. 4000.001	3.33 14171	, i	\$200.00
LOCAL NEWS <u>Start Date</u> <u>End Date</u>	ate Weekdays	Spots/Week	Rate	Rating					
Week: 08/06/12 08/12/		1	\$900.00	0.00					

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Order / Rev: 705802 Advertiser: Democratic Senate Campaign Comm.

Alt Order #: 06272442 Product Desc: DSCC IE KSDK

Flight Dates: 08/11/12 - 08/24/12 Estimate: 1597

Ln Ch	Start	End	Inventory Code	Break	Start/End	I Time Days	s Len Spo	ıts	Rate Pri	Rtg Type	Spots	Amount
N21 KSDK			<u> </u>	CM	6-630P		•		\$900.00 P-1		1	\$900.00
LOCAL	NEWS		News Channel 5	at 6P Sat								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	S-	1	\$900.00	0.00				D		
	Date Ra	<u>inge</u> 2- <i>08/12/12</i> S	Description Set 60	Star 6-63	t/End Time		<u>Weekdays</u> Sa	Lengt		Rtg Type 0.00 NM		
			25.6,25.7,25.8	0 00	.01		Su	.0	ο (ψουο.υυ)	0.00 14101		
-	er Debbie	-	_									
Week: 08/		08/19/12	S-	1	\$900.00	0.00	G 00	4	ФБ00 00 D 4	0.00.004		# 500.00
N22 KSDK	08/11/1	2 08/18/12	Sat 6-7A Sat 6-7A	СМ	6-7A		- S- :30	1	\$500.00 P-1	0.00 NM	1	\$500.00
TODAY	IN ST LO	OUIS	Gat 6 771									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/ Spot Ch	/06/12 i Date Ra	08/12/12 inge D	S- Description	1 Star	\$500.00 t/End Time	0.00	Weekdays	Lengt	h Rate	Rtg Type		
		2-08/12/12 S		6-7 <i>P</i>			Sa	:3		0.00 NM		
			25.6,25.7,25.8									
Pe /Week: 08	er Debbie /13/12	08/19/12	S-	1	\$500.00	0.00						
			630-7P Wheel Sa	nt CM	630-7P		- S- :30	1	\$675.00 P-1	0.00 NM	1	\$675.00
\A#1551	05 505		630-7P Wheel of	Fortune Sat								
	₋ OF FOF art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	S-	1	\$675.00	0.00						
24 KSDK	08/18/1	2 08/18/12	Sat 9a Sat 9-10a	СМ	9-10A		- S- :30	1	\$900.00 P-1	0.00 NM	1	\$900.00
NEWSO	CHANNE	L 5	3at 9-10a									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	NC5 at 5P Sun	1 CM	\$900.00 5-530P	0.00	S :30	1	\$900.00 P-1	0.00 NM	7	¢2 650 00
NZ3 KSDK	00/12/1	2 00/19/12	News Channel 5	_	3 - 330F		.50	'	φ900.00 F-1	U.UU INIVI	,	\$3,650.00
LOCAL	NEWS											
Sta Week: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$900.00	<u>Rating</u> 0.00						
	Date Ra		escription		t/End Time	0.00	Weekdays	Lengt	h Rate	Rtg Type		
			IC5 at 5P Sun	5-53	0P		Su	:3	0 (\$90<u>0.00)</u>	0.00 NM		
	<i>e MG 25.</i> er Debbie		25.6,25.7,25.8									
•		ı 2-08/17/12 N	1-F 9-10A	9-10	Α		- ТWГhF	:3	0 \$450.00	0.00 NM		
_		,26.1,21.1,2										
[N/	-	00/40/40 0	entropology Nijerba I ir co	400	D= 4005-		G -	.0.	0 000000	0 00 NIM		
		,26.1,21.1,2	Saturday Night Live 5 1	1030)p-1205a		Sa	:3	0 \$900.00	0.00 NM		
[N/		,20.1,21.1,2	0.1									
_		2-08/17/12 N		3-4p	1		- ТWГhF	:3	0 \$675.00	0.00 NM		
(ტ) MG [N/:		,26.1,21.1,2	5.1									
-	-	2-08/17/12 N	1-F 3-4p	3-4p)		- ТWГhF	:3	0 \$675.00	0.00 NM		
⊕ MG [N/		,26.1,21.1,2	5.1									
-	-	2-08/17/12 N	1-F 4-5A	4-5 <i>A</i>	١		- ТWГhF	:3	0 \$25.00	0.00 NM		
⊕ MG	G for 22.1	,26.1,21.1,2										
[N/ 8 KSDK		2-08/17/12 M	1-F 4-5A	4-5 <i>A</i>			- ТWГhF	:3	0 \$25.00	0.00 NM		
_		,26.1,21.1,2		. 37			- 11.2.2.1	.5	φ_0.00	2.20 11111		
[N/		00/40/40	c		#000	0.00						
Week: 08/		08/19/12	S Sun 6-7A	CM	\$900.00 6-7A	0.00	S :30	1	\$450.00 P-1	0.00 NM	1	\$450.00
			Sun 6-7A	Olvi	577		5 .00	•	φ 200.00 T = T	O.OO INIVI	'	ψ-100.00
TODAY	IN ST LO	OUIS										

Rating

Rate

Weekdays

Spots/Week

Start Date End Date

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Order / Rev: 705802 Advertiser: Democratic Senate Campaign Comm.

 Alt Order #:
 06272442
 Product Desc:
 DSCC IE
 KSDK

Flight Dates: 08/11/12 - 08/24/12 Estimate: 1597

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
N26 KSDK 08/12/12 08/19/12		CM	6-7A	S	:30	1 \$450.00 P-1	0.00 NM	1	\$450.00
TODAY IN ST LOUIS	Sun 6-7A								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/06/12 08/12/12	S	<u> </u>	\$450.00	0.00					
Spot Ch Date Range	<u>Description</u>	Start	/End Time		Weekdays	Length Rate	Rtg Type		
1 KSDK 08/06/12-08/12/12	Sun 6-7A	6-7A		-	Su	:30 (\$450.00)	0.00 NM		
See MG 25.3,25.4,25.5	,25.6,25.7,25.8								
[Per Debbie] Week: 08/13/12	S	1	\$450.00	0.00					
27 KSDK 08/19/12 08/19/12		CM	6-7p	S	:30	1 \$2,250.00 P-1	0.00 NM	1	\$2,250.00
27 10010 00/10/12 00/13/12	Dateline	Olvi	0.76		.50	1 ψ2,230.001-1	0.00 14101	'	Ψ2,230.00
DATELINE									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/12	S	1	\$2,250.00	0.00					
28 KSDK 08/19/12 08/19/12		CM	7-8A	S	:30	1 \$800.00 P-1	0.00 NM	1	\$800.00
TODAY SHOW	NBC Today Show	v (Su)							
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/12	S	1	\$800.00	0.00					
29 KSDK 08/15/12 08/15/12	Wed Prime A	CM	7-8P	W	:30	1 \$2,250.00 P-1	0.00 NM	1	\$2,250.00
	AGT								
AGT		0	Б.	5. (
Start Date End Date Week: 08/13/12 08/19/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,250.00	Rating 0.00					
30 KSDK 08/20/12 08/24/12		CM	3-4p	 МГWГF	:30	1 \$675.00 P-1	0.00 NM	1	\$675.00
30 10010 00/20/12 00/24/12	Ellen	Olvi	(3:00 PM-4:0		.50	1 ψ0/3.001-1	0.00 14101	'	ψ075.00
ELLEN	-			,					
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	MTWTF	1	\$675.00	0.00					

Totals 97 \$101,635.00